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ATO ACTIVITIES reports

ATO Shanghai Promotional Opportunities Update, July - October

2004

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Report Highlights:

This report updates the list of market development activities, such as trade shows and retail promotions that ATO Shanghai plans to participate in from July through October 2004. U.S. exporters and other organizations interested in participating in any of these activities should contact the respective organizer or ATO Shanghai for additional information.

Includes PSD Changes: No
Includes Trade Matrix: No
Unscheduled Report
Shanghai ATO [CH2]
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Disclaimer:

The promotional activities listed below are provided for informational purposes only. No endorsement is implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer.

I. Trade Shows

Pet Fair Asia 2004

Date: August 26 - 29 2004

Venue: Intex Shanghai

There is increased interest by the U.S. pet food industry in this region of China. In Shanghai alone there are over 1.0 million registered pets (dogs and cats). ATO Shanghai will visit the show and expand our contact base.

Contact: Mr. Yu Jian Rong, Royal Dutch Jaabeurs China & Keylong Exhibitions Service Co., Ltd., E19AB, Strength Plaza, New Hongqiao Business Square, No. 600 Tianshan Road, Shanghai 200051, Tel: ++86-21 52896776, Fax: ++86-2152896090, E-mail: cbcexpo@keylong.com

All China Leather Expo

Date: Sept. 1 – 3

Venue: Pudong New Int'l Expo Center, Shanghai.

This part of China is emerging as a leading manufacturer of leather goods for world markets.

Contact: Mr. Martijn van Dijk, Expoconsult B.V. trading as CMP Information, P.O. Box 200, 3600 AE Maarssen, The Netherlands, Tel.: ++31 346 5594444, Fax: ++31 346 573811, Email: Mvandijks@cmpinformation.com, Internet: www.fi-events.

Haining Leather & Fur Fair

Date: September 2004

Venue: Haining Exhibition Center, Zhejiang province

Haining, a city of over 3.0 million in the Yangtze River Delta, is one of China's major manufacturing centers for leather and fur goods.

Contact: Ms. Barbara Lee, Lee's Market Makers Inc, Rm. 203, Lan Tian Building, 2164 Jia, Si Ping Rd, Shanghai, 200433; Phone: +(8621) 5505-0705; Fax: +(8621) 5505-2630; Email: barbara@public.sta.net.cn.

Food & Hotel China 2004

Date: September 14 - 17, 2004

Venue: Intex Convention Center, Shanghai

This large international show focuses on the HRI sector and has experienced sustained growth over the 12 past years. Popular with both American and European exhibitors, FHC also attracts a growing number of Chinese companies. ATO Shanghai will again organize a USA Pavilion and provide on-site services for U.S. companies that participate in this show.

Contact: China International Exhibitions Ltd., Tel: (86) 21-6209 5209, Fax: (86) 21-6209 5210, E-mail: CIE@chinaallworld.com

Fall 2004 National Candy & Spirits Fair (Tang Jiu Hui)

Date: September 14 – 17, 2004

Venue: Changchun, Jilin Province, Northeast China

The fall show of this semi-annual event, also known as the Tang Jiu Hui Fair, possibly the largest domestic food trade show in China, has a strong "local" focus, featuring a wide variety of food, food ingredients, wines and spirits. It attracts more than 50,000 domestic buyers, mostly wholesalers and distributors, and provides an excellent opportunity to expand your network of contacts and to penetrate new markets within inland China. ATO Shanghai will lead a sales mission to this show. Enthusiasm for the show from among U.S. exhibitors has built steadily over the last few years. This year for the first time we will welcome a contingent from the National Confectioners Association.

Contact: Ms. Frances Wei, ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: frances.wei@usda.gov

Sweets China

Date: September 21 – 24, 2004

Venue: Everbright Exhibition Centre, Shanghai

This is the first international show dedicated to confectionary products. ATO will offer site assistance and provide market information to the members of the National Confectioners Association at the USA Pavilion at the show.

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II. Promotional Activities

U.S. exporters and other organizations interested in participating in or learning more about any of the promotional activities listed below should contact ATO Shanghai for additional information.

Retail and HRI Promotion in Chengdu

Date: September 27 – October 15, 2004

Venue: Chengdu Ito Yokado Supermarket, Chengdu, Sichuan Province

ATO Shanghai is moving ahead with an American Food Festival – a promotional event to combine HRI and a chef seminar with an in-store promotion in Chengdu, the capital city of Sichuan Province. The plan is for ATO to team up with the Sichuan Provincial Hospitality Industry Association to organize a chef seminar on September 27, 2004. About 200 restaurant managers, executive chefs from Chengdu area will be invited to attend the seminar, and some of the chefs will be invited to take part in a "preparing Chinese dishes with American ingredients" contest as part of the event. Products from cooperators and American food suppliers will be displayed during the seminar. To follow-up the seminar, a menu promotion will be conducted in 3 outlets of the local restaurant chain, Xin Shan Cheng Cai Gen Xiang, for 2 weeks. For retail, ATO Shanghai will work with Ito Yokado to launch an in-store promotion at its Chunxi Store and Shuangnan Store in Chengdu from September 29–October 12, 2004. These activities will be supplemented with media coverage including a local food and life style publication, newspapers, radio broadcasts and/or TV. A special edition of DM will be handout at the stores and post delivered to the local consumers to promote the events.

Contact: Mr. Xu Min, ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: xu.min@usda.gov

Menu Promotion

Date: September 10-26, 2004

Venue: Sheraton Hotel Restaurants in Suzhou and Wuxi, Jiangsu Province

Suzhou and Wuxi are two of the top emerging city markets in Jiangsu Province, about 120 kms from Shanghai. ATO is working with a number of USDA Cooperators and food product importers on the two-week promotion. Awarding-winning Oklahoma Chef Joseph Royer will don the toque blanche at each city, as he features a variety of U.S. food products.

Contact: Ms. Frances Wei, ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: frances.wei@usda.gov

Convenience Chain Store Promotion

Date: October 10-24, 2004

Venue: Lawson, Shanghai

ATO Shanghai will work with the Lawson convenience store chain to organize a first-of-its-kind promotion with a Chinese convenience chain. This initial promotion will include 50 stores in Shanghai proper, and will lay the groundwork for future promotions. Shanghai's convenience sector, with an estimated 3,000 stores and state-of-the-art management systems, offers tremendous potential for future promotions. This initial campaign will focus primarily on nuts and dried fruit snacks, but ATO has already received inquiries for future promotions to include heat-and-eat and ready-to-eat products.

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Bakery Promotion

Date: October 12 – 26 2004

Venue: Shanghai

ATO Shanghai will work with several USDA cooperators and U.S. bakery ingredients suppliers to conduct an American food ingredients promotion at 14 outlets of one of the most popular bakery chains in Shanghai, Marco Polo. Introduced recipes will include dry fruits, tree nuts, soy flour, and many other ingredients that are used in bakery products. There will also be hands-on chefs training and a juried baking competition.

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Interior Wood Promotion

Date: September (pending)

Venue: OBI or B&Q Shanghai stores (pending)

ATO Shanghai, AFPA, AHEC and SEC are working together to organize a first ever U.S. interior wood products promotion. This promotion will take advantage of the recent arrival of home center stores as a venue for promoting U.S. wood products. Since the bulk of buyers

at these stores are interior decoration companies, the promotion will include technical seminars on the proper use and installation of U.S. wood products. This promotion will provide the model for future consumer wood promotion. Talks are still under way to determine which venue will host the promotion.

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III. Trade Reception

Great American Barbecue 2004

Date: August 28, 2004

Venue: Radisson Xing Guo Hotel

ATO Shanghai's annual Great American Barbecue promotion is now an established and popular trade event. The gala reception gathers over 300 of our most influential agriculture trade, retail, food service, distribution, media and government contacts. U.S. trade groups, enterprises, and commodity associations co-sponsor the barbecue.

Contact: Ms. Frances Wei, ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: atoshanghai@usda.gov

IV. Post Contact and Further Information

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Reports from ATO Shanghai and other ATO offices around the world are also available from the FAS website www.fas.usda.gov

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